



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner

972-258-3041

AnneL@ppai.org

PPAI Special Delivery Goes Green With EcoEndure™

Irving, Texas, (April 23, 2008) As part of an increased environmental awareness effort, **Promotional Products Association International (PPAI)** has opted to use Unikeep's new EcoEndure™ biodegradable Envypak as the exclusive envelope packaging for PPAI Special Delivery.

PPAI Special Delivery is a quarterly, direct-mail initiative that offers supplier members a cost-effective method of distributing fliers, catalogs or samples to 20,000 UPIC-qualified distributors. The durable, pre-printed and reusable envelope made of recyclable materials will replace the former standard paper envelope for these mailings.

Introduced at The PPAI Expo 2008, UniKeep's EcoEndure product line provides promotional consultants a wide range of dynamic solutions in a variety of environmentally friendly products, including digital media packaging, catalog mailers and badge holders.

"The Association is continually looking for ways to demonstrate its commitment to environmental responsibility," said Pat Burgher, CAE, PPAI business development manager. "Whether through direct mailings or by going paperless at The PPAI Expo, we have made a promise to the promotional products industry and by supporting items such as EcoEndure we are keeping our end of the bargain."

For more information about EcoEndure go to www.ecoendure.com.

For more information on PPAI Special Delivery advertising opportunities, contact Mike McClintic at 972-488-4441 or mmeclintic@prismb2bmedia.com.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible- and memorable- impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven

power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18.8 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

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